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## Growing Healthy Kids Columbus Coalition

\_\_\_\_ Steering Committee

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Date: September 24, 2013 Time: 10:00 am – 11:30 am

Location: Columbus Public Health  
Meeting Room 119C  
240 Parsons Ave.  
Columbus, Ohio 43215

**Facilitators:** Cheryl Graffagnino, Columbus Public Health  
Jamie Turner, Columbus Public Health

**Attendees:** Ali Segna (CPH, HCHW), Carolyn Bernard (Columbus City Schools), Shelby Sutphen (CHA), Dr. Phyllis Pirie (OSU CPH PRC), Bob Holomuzki (CPH), Pat Reiderer (OSU Extension EFNEP), Genevieve Sharron (OSU), Hannah Jones (Broad St Food Pantry), Jacalyne Adkins (OSU Farm to School), Katie Ozbay (OSU Intern), Ellen Hashiguchi (OSU), Carol Smathers (OSU Extension), Amber Jones (CPH), Kate Whitman (MT Carmel), Elaine Tran (CPH), Jamie Turner (CPH, HCHW), Cheryl Graffagnino (CPH, HCHW), Amber Jones (CPH), Ashley Russell (COSI)

### *Meeting at-a-glance:*

- Program Updates
- Water First for Thirst Campaign
- Policy, System and Environment revisited
- Water First for Thirst Action Plan

### *Meeting Outcomes and Action Steps Identified for October Meeting:*

- Review of GHKC Policy, System, and Environment (PSE) training and efforts. Each organization in the coalition looked at how it is making progress with the water first for thirst campaign through the PSE lens.
  - Barriers to making WFFT a policy were discussed.
- GHKC Steering Committee will meet to discuss strategies for technical assistance for policy, system and environment change to support water first for thirst.
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### *Next Steps:*

- Next meeting: **Tuesday, October 29, 2013 10:00am -11:30am** at Columbus Public Health, Room 119C.

### **Announcements:**



**Agenda Item 1: Program Updates**

<i>Partner/Organization</i>	<i>Supporting Breastfeeding</i>	<i>Supporting Physical Activity</i>	<i>Supporting Healthy Eating</i>	<i>Increasing Screening and Referral</i>	<i>Other</i>
<i><b>Cheryl/Jamie (CPH/HCHW)</b></i>		<ul style="list-style-type: none"> <li>Central Community House Children's Parade successfully planned a healthy celebration for the 2<sup>nd</sup> year.</li> </ul>	<ul style="list-style-type: none"> <li>Faith Mission Training: CPH developed and delivered healthy menu planning for food service staff</li> <li>Healthy event planning guidebook almost developed. Geared toward community leaders.</li> </ul>		
<i><b>Katie and Shelby OSU Children's Hunger Alliance</b></i>		<ul style="list-style-type: none"> <li>Putting together calendar for home providers to promote PA and nutrition</li> </ul>	<ul style="list-style-type: none"> <li>Recording nutrition education, "infotainment," with WOSU, Ohio Health, and Cooking Caravan. Chefs from cooking Caravan will serve as actors for the video which will feature recipes with items commonly found in food pantries that use few kitchen utensils.</li> </ul>		<ul style="list-style-type: none"> <li>Trying to align home provider work with HCHW and Cardina</li> </ul>
<i><b>Carol Smathers (OSU Extension) Ellen Hashiguci</b></i>			<ul style="list-style-type: none"> <li>Used the parent survey southside to assess strategies parents use to limit sugar sweetened beverages.</li> <li>Findings can be used inform further strategies for WFFT.</li> </ul>		



			<ul style="list-style-type: none"> <li>• WFFT was promoted at the Allen County Health Fair.</li> <li>• Spread awareness about sugar sweetened beverages at WellFest and got the WFFT PSA to play on the big screen.</li> </ul>		
<b><i>Hannah Jones(Broad St Food Pantry)</i></b>		<ul style="list-style-type: none"> <li>• Had active play kit at their produce give away. Event was very successful and lots of kids played with the equipment.</li> </ul>			
<b><i>Pat Reiderer (OSU Extension/EFNEP)</i></b>	<ul style="list-style-type: none"> <li>• Will be training other counties on healthy pregnancy curriculum.</li> <li>• EFNEP is continuing to do referrals to Nationwide Children's.</li> </ul>		<ul style="list-style-type: none"> <li>• Promoted WFFT at Ohio Proud.</li> </ul>		
<b><i>Bob Holomuski (CPH/Strategic Nursing Team)</i></b>		<ul style="list-style-type: none"> <li>• Promoting WWAD and WFFT in community. Will be guest speaker at Capital U and will promote GHKC</li> </ul>			
<b><i>Ashley Russell (COSI)</i></b>		<ul style="list-style-type: none"> <li>• Get Active Play Day will be on 9/28.</li> </ul>	<ul style="list-style-type: none"> <li>• Opened a Farm to Table exhibit in the little kids space.</li> </ul>		
<b><i>Mary Sheehan (Speakers Bureau)</i></b>					
<b><i>Phyllis Pirie(OSU Extension)</i></b>		<ul style="list-style-type: none"> <li>• Finished PRC renewal grant: if funded will have strong focus on physical activity.</li> </ul>			
<b><i>Carolyn Bernard (CCS)</i></b>		<ul style="list-style-type: none"> <li>• 14 pre-school teachers participated in HCHW training</li> </ul>			



		<p>earlier in the month.</p> <ul style="list-style-type: none"> <li>Working on getting more fresh produce and more physical activity in pre Klassrooms</li> </ul>		
<p><i>Ali Segna</i> (CPH/HCHW)</p>			<ul style="list-style-type: none"> <li>An upcoming CDC Blog will feature WFFT</li> </ul>	



## **Agenda Item 2: Water First for Thirst Campaign**

Water First for Thirst accomplishments at the national, state, and local level:

National Level: to be done within the next months

- WFFT toolkit will be introduced to NACCHO Core Cities group at conference in Baltimore.
- WFFT will be trademarked and we'll get ownership over websites [waterfirstforthirst.com](http://waterfirstforthirst.com), .org, .net.
- Phylis Pirie: [netwellness.org](http://netwellness.org), which has national readership featured WFFT in an article.

State level:

- Other counties want to adopt WFFT

Local level

- Plans for TA curriculum/guide for communities to implement WFFT as a policy.
- Formal evaluation process for WFFT will begin in the near future.

## **Agenda Item 3: Policy, System and Environment Revisited**

Water First for Thirst logic model review:

Using the logic model, we tracked progress on WFFT and highlighted areas of success and areas needing attention.

- Successfully completed: PSE training, distributing resources/media, social media, created media to promote messaging in community, presenting WFFT at professional meetings (soon to be done in Baltimore).
- Needs attention: providing TA, enlist organizations to become WFFT partners, advocating messaging and policy through letters and communication, partner with public utilities, create mass media marketing through billboards.

Policy, System and Environment (PSE) Refresher

- Carol reviewed PSE concepts and how we can use them to guide our future work with WFFT.
- Important concepts: Encouraging consistent messages, making healthy choice easy choice, enlist help of multiple organizations of different sizes, changing the context.

WFFT PSE

Examples of WFFT policies implemented throughout community

- Policy Ex. Central Community House: water will be made more freely available whenever beverages are offered
- Policy Ex. YMCA Eldon Ward: water dispenser will be located next to coffee pot everyday
- System Ex. NCH: eliminated SSB in all food service
- System Ex. CCS/CPH: vending contracts written such that only water to be sold in vending machines accessible to students.
  - CAP city nights water only
- Environment Ex.: post WFFT in your public and staff areas
  - Meetings with water, eliminate ads and logos for sugary drinks/when planning new advertising show people drinking water.

Discussion: PSE Changes related to Water First for Thirst among coalition organizations

A. Water-only policies

- a. CPH has guidelines in place for water at meetings → employee pushback
- b. CHA has a water first guideline but not a policy
- c. Many organizations have guidelines that recommend water to be freely available and the first choice but none represented at this meeting reported a concrete policy.

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- d. Making a water first policy is not high on priority list for most organizations.
  - e. Nationwide Children's: only serves water and milk and water is priced lower. They were able to change their environment by engaging the NCH CEO and high position stakeholders.
  - f. OSU: water is readily available but there's access to sugar sweetened beverages through vending machines.
  - g. Columbus City Schools: water policy for students but not for teachers.
  - h. COSI: No guidelines for policies related to water. But, there's an opportunity to have water only policies for internal staff events and meetings.
  - B. Sugar sweetened beverage limits or bans
    - a. Most organizations have no ban on sugar sweetened beverages, instead they encourage water.
    - b. Some organizations have stopped serving sugar sweetened drinks and are only serving 100% juice.
      - i. COSI stopped serving Kool Aid at camps. Now they only serve water or 100% juice.
  - C. Vending
    - a. CPH is only offering water or diet sodas in vending machines.
    - b. Idea to slowly phase in water only vending.
    - c. OSU wants to put milk in vending machines
  - D. Advertising limits
    - a. WIC waiting room TV will not show commercial TV.
  - E. Barriers
    - a. Employee pushback about water first, water only, or no sugar sweetened beverage policies.
    - b. Water policies not high on priority lists.
    - c. Sponsorship: beverage companies might provide their sugar sweetened beverages in exchange for them sponsoring an event.
    - d. Vending contracts: many organizations have contracts with big beverage companies so they cannot ban sugary drinks.

<b>Growing Healthy Kids Columbus Coalition Action Plan for 2013 Water First For Thirst Campaign</b>				
<b>Audience</b>	<b>Tools</b>	<b>Action</b>	<b>Timeline</b>	<b>Responsible Party/Partners</b>
<b>Parents of children age birth to 5</b>	<ul style="list-style-type: none"> <li>Healthy Children, Healthy Families curriculum (existing tool)</li> </ul>	<ul style="list-style-type: none"> <li>Include Water First Campaign into curriculum</li> </ul>	Ongoing	OSU Extension EFNEP
<b>Pregnant Women</b>	<ul style="list-style-type: none"> <li>Healthy Children, Healthy Families curriculum</li> </ul>	<ul style="list-style-type: none"> <li>Include tips on making water more appealing</li> </ul>	Ongoing	OSU Extension EFNEP
<b>Children birth to 5</b>	<ul style="list-style-type: none"> <li>Water first for thirst water bottles secured by CHA</li> </ul>	<ul style="list-style-type: none"> <li>Give out in community</li> </ul>	Fall 2013	Children's Hunger Alliance
<b>Choice Providers (e.g. those who decide what beverages are offered)</b>	<ul style="list-style-type: none"> <li>Water First for Thirst Toolkit (posters, power point presentation, one pager) (existing tool)</li> </ul>	<ul style="list-style-type: none"> <li>Present to community organizations</li> </ul>	Fall 2013	CPH Strategic Nursing Team
<b>Caregivers/Providers</b>	<ul style="list-style-type: none"> <li>Water First Posters (existing tool)</li> <li>Water pitchers (existing tool)</li> <li>Sample healthy vending language (existing tool)</li> </ul>	<ul style="list-style-type: none"> <li>Provide water at all workshops for providers and internal meetings</li> <li>Establish healthy vending policy</li> </ul>	ongoing	Action for Children
<b>Other</b>	<ul style="list-style-type: none"> <li>Logo for water first for car magnets, fridges, etc. Logo could also go on campaign flyers (logo draft has been made, but not final)</li> </ul>	<ul style="list-style-type: none"> <li>Display on vending machines</li> <li>Hand out magnets at community events</li> <li>Post flyers at libraries and Rec. centers</li> </ul>	Starting in July 2013 and ongoing	HCHW
	<ul style="list-style-type: none"> <li>Water First for Thirst Webpage (needed tool)</li> </ul>	<ul style="list-style-type: none"> <li>Water first for thirst will be trademarked and waterfirstforthirst.com, .org, .net will soon link to coalition web page</li> </ul>	Fall 2013	HCHW
	<ul style="list-style-type: none"> <li>WFFT blog post</li> </ul>	<ul style="list-style-type: none"> <li>Blog article featuring HCHW and WFFT to be featured in a CDC blog</li> </ul>	Fall 2013	HCHW